



# City of Santa Barbara

## Community Development Department

ATTACHMENT 2

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October 27, 2010

TO: City Council, Ordinance Committee Chair  
City Council Ordinance Committee

SUBJECT: Proposal for Amendments to Sign Regulations

Dear Ordinance Committee Members:

On behalf of the Historic Landmarks Commission (HLC), I am forwarding the unanimous support of the Commission for the proposed Sign Ordinance amendments. These amendments, intended to strengthen sign enforcement related to nuisance lighting and the installation of LCD display monitors, have been described by Mr. Limon and discussed in committee at our last meeting

As a Commission, we felt it was important to convey to the Ordinance Committee our sentiments regarding the installation of these types of signs or devices. As described and as evidenced in current installations, they are intended primarily as a form of advertising and would detract from the ambiance of the City. Commissioners specifically expressed serious concerns regarding the potential visual and sound impacts particularly during evening hours as related to the LCD monitors that may be placed at exterior locations throughout the City.

The Commission also understands that these monitors are being touted as beneficial for displaying public service announcements and emergency information. The Commission believes there are other methods and ways to provide emergency broadcast information when necessary instead of utilizing these ubiquitous methods.

Although all exterior alterations are regulated by ordinance in El Pueblo Viejo, these types of lighting and sound-producing devices are often placed without any approvals from the various agencies. It is important the City enforcement staff have the necessary tools in place to identify these installations as signs, and for the City to maintain its philosophy of the importance of oversight.

In summary, the HLC does not believe the public benefit argument is sufficient to allow these types of sign, lighting, and sound installations in El Pueblo Viejo, which go beyond the intended purpose of signage and suggest advertising. We respectfully ask that you support all the proposed sign ordinance amendments.

Sincerely,

A handwritten signature in black ink, appearing to read "Susette Naylor", is written over a horizontal line.

Susette Naylor, Chair  
Historic Landmarks Commission